



1. A method comprising:
receiving order information based on an order of a customer; and
determining an offer for the customer based on:
the order information and
at least one of
a genetic program and
a genetic algorithm.

2. The method of claim 1, further comprising:
determining an order price based on the order information,
and in which determining an offer comprises:
determining an offer for the customer based on
the order price, and
at least one of
a genetic program and
a genetic algorithm.

3. The method of claim 2, in which determining an offer comprises:
determining an offer for the customer based on
a round-up amount, and
at least one of
a genetic program and
a genetic algorithm.

4. A method comprising:
receiving order information based on an order of a customer;
determining an offer for the customer based on:
the order information, and
historical offer criteria; and
generating offer criteria for a subsequent offer based on potential upsell items.

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5. A method comprising:
 - generating a base set of rules based on historical order information;
 - creating new rules based on
 - the base set of rules and
 - additional historical information; and
 - optimizing the new rules based on experience from orders.

5. A device, comprising:
 - a processor; and
 - a storage device coupled to the processor and storing instructions adapted to be executed by said processor to perform the method of claim 1.

6. A medium storing instructions adapted to be executed by a processor to perform the method of claim 1:

7. A computer-readable medium that stores data accessible by a program executable on a data processing system, the data being organized according to a data structure that includes:
 - a plurality of modifiable rules defining offers to provide during a transaction.